Mar 13 '52

Marie Kirkwood
In Charge of Publicity

Swiss Posters, in Gallery IX, at The Cleveland Museum of Art, March 21 through April 16, is circulated about the country by The American Federation of Arts. It is installed by Helen S. Foote, Associate Curator of Decorative Arts of the Museum.

The poster, originating in France, has developed uniquely in Switzerland. Since 1942 the Swiss Ministry of the Interior has made Recognition Awards to the best work in the field, from which this show is made up. It was sent to America by Pro Helvetia, Official Swiss Office for the development of Trade. The posters may be listed under the following heads, Commercial, Travel, Humanitarian, Special Occasions, Exhibitions, Theatre, and Political.

Supplementing the A.F.A. show, The Cleveland Museum adds 25 posters from the collections of Miss Lada Sykora, librarian of the Central Outdoor Advertising Company, the finest collection of this material in America. William E. Ward, instructor in the Museum, selected this group of posters, all Swiss, one-third Travel, the remainder Commercial, promoting all sorts of products.